Part Five

Midtown Revival Design Policy



Part Five: Design Policy

<u>Page</u>

- Introduction
- 5.2 Building Policy

Architectural Controls, Character Elements

Orientation

Height, Massing

Occupancy

S i t e P o l i c y5.4

Building Placement

Parking

Pedestrian Circulation

Mixed Use



#### Introduction

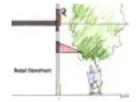
The Corcoran Midtown Revival plan is intended to integrate efforts to revitalize Lake Street by establishing broad directives describing and illustrating the neighborhood's intentions -- what Corcoran encourages, what Corcoran supports. The design policy is intended to promote creativity, demonstrate intentions and convey expectations. It is expected that people who wish to be part of the Corcoran Neighborhood will respect these intentions and expand upon the directions indicated in the master plan, resulting in creative solutions to urban issues and opportunities that collectively move toward achieving the Corcoran Midtown Revival vision.

Corcoran strives to achieve a neighborhood in which it is interesting to live, work or play. The street environment and design pattern along Lake Street and the neighborhood's connection to Lake Street are critical components of that desire. An active street with vital storefronts, a diverse supply of housing, strong public institutions and a pedestrian friendly environment should result through the application of these neighborhood policy statements.

#### 5.1 - Building Policy

Architectural Controls and Character Elements

5.1.1 - Buildings along Lake Street should have "storefronts" at all facades facing primary pedestrian paths, sidewalks and corridors.



5.1.2 - Storefronts should have an active and interesting character based on large areas of transparent glass at street level.

\*A minimum of 40% of storefronts should be transparent glass (overbearing window signage would be discouraged.)



5.1.3 - Upper levels should appear active: the use of balconies and operable windows is encouraged.

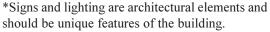


5.1.4 - Fabric awnings are encouraged on all commercial storefronts.

\*Awnings shall not be the primary location for sign elements.



5.1.5 - Signage should be appropriately sized and should have a unique character that relates to the architecture of the building and/ or the activity of the business represented.



\*Catalog sign elements such as back-lit signs, awning signs and internally-illuminated cabinet signs are discouraged.





## 5.1.6 - Lighting should be pedestrian scaled and should be of a character that relates to the building's architecture.

\*Special lighting effects are encouraged, but not to the degree that effects detract from the building, the character of the street, or the livability of the neighborhood.



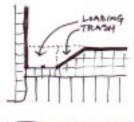
#### 5.1.7 - Building facades should be articulated.

\*Articulation of building facade through shade and shadow effects, lighting, fenestration, or other means should occur wherever a continuous building wall spans 30 feet or more.



## 5.1.8 - All necessary components of development should be incorporated into primary building(s) of the site where possible

\*Trash and loading docks degrade the pedestrian experience and should be incorporated into the primary building(s), rather than left as free standing elements on the site.



### 5.1.9 - Traditional building materials such as brick and stone should be emphasized.

- \*These materials are usually of a high quality and durability and require little maintenance.
- \*Such materials contribute to a timeless character that will endure and encourage reuse in future generations.



### 5.1.10 - New construction should utilize sustainable development practices and "green architecture"

- \*Maximize use of recycled materials.
- \*Reduce runoff.
- \*Reduce interior temperature fluctuations.



#### Building Orientation

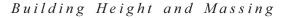
5.1.11 - Buildings on Lake Street should be oriented toward Lake Street.



5.1.12 - Buildings that face Lake Street and a side street or pedestrian corridor should have multiple building fronts.



5.1.13 - Buildings off Lake Street should be oriented toward public streets or toward public open spaces.



## 5.1.14 - Buildings on Lake Street west of 22nd Avenue should be no more than 4 stories and at least 3 stories.

\*Buildings can step back above 3 stories at the rear facade, but must maintain full depth at Lake Street facades.



Corcoran Midtown

## 5.1.15 - Buildings on Lake Street east of 22<sup>nd</sup>, near the LRT station should be a maximum of six stories.

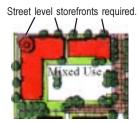
\*Establish a minimum and maximum building height of 6 stories above grade.



Building Use

#### 5.1.16 - Development facing Lake Street at the street level should be "storefronts".

\*Require street level commercial uses at all building corners that face Lake Street and another public street or a pedestrian corridor.



5.1.17 - Drive-through businesses should not be located in the Corcoran Midtown Revival



#### 5.2 - Site Policy

Building Placement

# 5.2.1 - Buildings should be located on sites according to "build-to" lines that establish a building streetfront rather than setback lines which create space between the building and the property line.

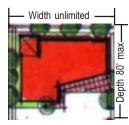


- \*100 % of frontage at sidewalk is preferred.
- \*70 % should be the minimum at the sidewalk where pedestrian spaces such as plazas, sidewalk cafes, and open space are created.
- \*Parking or drive aisles should not be allowed along Lake Street frontage.

### 5.2.2 - Building footprints must be appropriately sized.

\*This is a pedestrian-oriented neighborhood and "big boxes" detract from the pedestrian experience.

<sup>\*</sup>Require building depths to not exceed 80 feet.



Parking

### 5.2.3 - Parking should be located behind or beneath buildings.

\*Building facade should occupy the majority of a site's frontage.

\*Parking below buildings is highly encouraged.





#### 5.2.4 - Off-street surface parking lots should be limited in size.

\*As with other development along Lake Street, it's appropriate that development in Corcoran provide only parking necessary for Corcoran uses.

\*Off street surface parking should be limited to that needed for first floor retail parking needs



## 5.2.5 - Street parking on Lake Street and side streets in Corcoran should help achieve parking requirements.

\*Street parking adds activity at the sidewalk and provides a buffer between pedestrians and traffic.



### 5.2.6 - Parking maximum ratios--as opposed to minimums--should be applied in Corcoran.

\*One or less off-street parking space per residential unit should be encouraged.

\*Ratios less than one space per residential unit should be allowed with alternative strategies such as remote parking, developer subsidized transit passes, or other means.



## 5.2.7 - Parking lots should be given the same streetscape treatment as streets and sidewalks elsewhere in Corcoran.

\*Lighting should be ornamental and not invasive and attention should be paid to paving and planting details.



#### 5.2.8 - "Green" parking lots are encouraged.

\*Interior landscaping should provide a minimum of 25% shade within 5 years of planting.

\*Islands should break up pavement expanse.

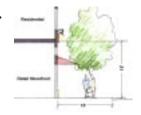
\*Rain water gardens should catch runoff wherever possible.



#### Pedestrian Circulation

#### 5.2.9 - Maintain standards for sidewalk width.

\*Sidewalks in commercial areas should be wide enough for 3 people to walk side by side and still have adequate room for streetscape enhancements \*Sidewalks along Lake Street should be a minimum of 12 feet wide.



## 5.2.10 - Create pedestrian connections between Lake Street commercial uses and the residential areas to the south.

\*Conventional screening cuts off pedestrian access, so it's important to enhance the transition points between the residential neighborhood and Lake Street commercial areas and create an inviting environment for pedestrians.

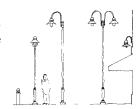


### B.2.11 - Buildings should have storefronts touching the sidewalks to provide for pedestrian interest as well as safety.

\*See 5.2.1

## 5.2.12 - Lighting should be consistent and pedestrian-scaled throughout the neighborhood.

\*A "family" of lighting fixtures should be the basis for all public and private lighting choices.



### 5.2.13 - Attention should be paid to every aspect of the public realm in the neighborhood.

\*Sidewalks, alleys, and parking lots should all be treated as valued public spaces and designed accordingly.



#### MixedUse

#### 5.2.14 - Strongly encourages buildings that serve more than one use.

\*A minimum of 25% of the street level floor area should be dedicated to commercial uses in each building along Lake Street.

\*Tightly mixed uses contribute to the vitality and walkability of a neighborhood.



5.2.15 - Street level retail, service or entertainment commercial with residential above is strongly encouraged. Office uses on second floor is acceptable.



5.2.16 - Corcoran supports sites developed with multiple uses and development of creative links between uses.



### 5.2.17 - Residential-facing sides of commercial uses should be developed with a "front door" character.

\*The back door should be afforded the same attention to detail as the front, with such elements as sidewalks, lighting, landscape, signage, awnings and fenestration playing an important role.

\*Upper level balconies and operable windows also contribute to the "front door" character.



## 5.2.18 - Buildings or sites near transit stops or along transit routes should incorporate facilities for transit patron waiting.

\*Transit is an important component of Corcoran's vitality and must be recognized by new development or through redevelopment.

